

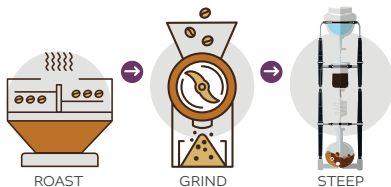


Leverage Cold Brew Coffee's Appeal to Make the C-Store a Coffee Destination

Serving quality cold brew can help increase foot traffic and drive sales across store categories. *Here's how.*

What is Cold Brew Coffee?

Cold brew is a meticulous process where coffee beans are roasted, ground and steeped in water. The cold process preserves freshness, yielding less acidity. Cold brew is never heated, so it has a higher naturally occurring caffeine content and a smooth taste profile.



Top Reasons Consumers Love Cold Brew²

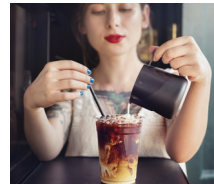
- 1 Enjoy the flavor
- 2 Provides big energy boost
- 3 It's a premium drink



Sources:
¹ Technomic's 2022 Beverage Consumer Trend Report
² Lightspeed/Mintel, May 2021
³ Technomic's Bakery & Coffee Cafe report
⁴ Technomic's Nov. 2021 Breakfast Consumer Trend Report
⁵ Datassential's May 2022 Cold Coffee Report

The Cold Brew Consumer

Younger consumers, especially Gen Z and Millennials are drawn to cold coffee. They savor the simplicity and ease of consuming cold coffee versus hot with their busy lifestyles.



Morning commuters prioritize their preferred coffee

Consumers say:

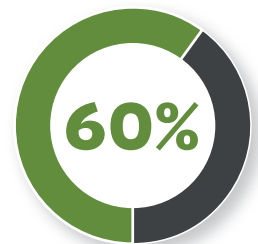
- **Quality is the No. 1 deciding factor** in where they buy their coffee.³
- **Coffee is more important than food** in influencing morning purchases.⁴
- **Higher-quality coffee is the No. 1 reason** they'd visit a c-store for breakfast more often.⁴

However...cold coffee isn't just for breakfast.

- The share of away-from-home cold coffee occasions has significantly increased **during the evening hours** as consumers seek out a convenient pick-me-up.⁵



Margin Boosting Potential:



of away-from-home cold brew drinkers say it's **worth paying more for cold brew coffee** than for iced coffee.²

Offer Authentic Cold Brew Coffee with Ease

Javo offers bag-in-box cold brew concentrates for use with dispensing equipment and hand-mix concentrates for crafting individual drinks.